

SUCCESS SERVICES

ENTERPRISE ACCOUNT MANAGER

With an Enterprise Account Manager you'll have a trusted advisor who will partner with you to understand your business strategy and recommend solutions to help you drive success.



A proactive partner who keeps your best interests top of mind

Businesses have a singular desire for growth, but not all businesses are the same. At BigCommerce we understand your business is as unique as the customers you serve. Your success depends on how well you know them and our success is based on how well we know you.

That's why an Enterprise Account Manager is assigned to your store during the implementation phase. This sets up our expert to already know your company, its goals, challenges, key stakeholders, etc. so strategic review and guidance can be provided immediately following launch.

An experienced professional to help you drive performance and maximize sales

Enterprise Account Managers give you access to all things BigCommerce. Their role is to be laser-focused on increasing your revenue growth throughout the duration of our partnership together. Your Enterprise Account Manager will work with you to build a Success Plan to help analyze key metrics and get the most from the BigCommerce platform to hit your goals.

Depending on your store's unique needs, your Enterprise Account Manager may offer strategies to improve underperforming products, modify your SEO strategy, recommend apps, provide vendor referrals, and even discuss with you the opportunity to accelerate growth on other sales channels while still leveraging the BigCommerce platform.



"Our account manager has provided us with the recommendations and resources to implement new technologies and expand our digital footprint in ways that resonate with our customer."

**KINSEY BUTLER, MANAGER
OF ECOMMERCE STRATEGY,
SKULLCANDY**

Your Enterprise Account Manager will provide:

STRATEGIC BUSINESS REVIEWS & PLANNING

In-depth intelligence gathering to understand your business' key performance indicators (KPIs), goals and objectives and then monitor for ongoing improvement. Using this information, your Enterprise Account Manager will share strategies and recommendations for optimizing the success of your store.

INITIAL STRATEGIC BUSINESS REVIEW SESSION SETS OUT TO:

- ▲ Understand the high-level business and technology structure of your organization
- ▲ Identify how you are currently using your ecommerce platform
- ▲ Discover key metrics by which you measure success
- ▲ Gather insights on what's working and what can be improved
- ▲ Chart short-and long-term plans and initiatives

BEST PRACTICE REVIEWS AND COACHING

Prescriptive recommendations for improved performance and best practices from across the BigCommerce ecosystem that drive targeted results.

PLATFORM OPTIMIZATION GUIDANCE

From ways to increase sales to enhancing operational efficiencies, your Enterprise Account Manager will make recommendations for platform and ecosystem improvements to help your business grow and continue running smoothly.

PRODUCT RELEASE, MAINTENANCE & ENHANCEMENT ADVOCACY

We'll keep you up-to-date on the latest feature sets and updates that impact your business, including being first in line for relevant Beta testing. This practice will always ensure you have a voice in our product development and roadmapping processes.

With BigCommerce, you're never alone. Your assigned Enterprise Account Manager will always be focused on your business growth and success.

Interested in learning more? Contact us today at 1-888-248-9325.

Visit bigcommerce.com/services to learn about our entire portfolio of services

